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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK3144 – MULTIMEDIA AND MARKETING
(All sections / Groups)

12th MARCH 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page only (excluding cover page)
2. Attempt **ALL** the questions.
3. Mark distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL questions. Marks for each questions are shown at the end of each questions.

QUESTION 1

An organization that possessed a strong brand will inevitably complement the online traffic building. Identify and critically discuss the various virtual techniques that can be used by organizations to position their brands in order to improve their online traffic.

(25 marks)

QUESTION 2

- a) It is said that, having loyal customer is vital in order to ensure the success of an organization. However, with the growth of the Internet technology, organizations are rushing to form their own online communities. Explain and discuss the concept of online communities. (8 marks)
- b) Discuss with relevant examples on how an organization is able to successfully leverage on the Online Communities for Marketing. (17 marks)

QUESTION 3

- a) Organizations are looking into customizing their contents in order to attract the targeted group of customers by using Consumer Generated Media (CGM). Explain with relevant examples the idea of Consumer Generated Media (CGM). (10 marks)
- b) Critically discuss the value of CGM as an organizational resource to generate positive Word of Mouth for its consumers. (15 marks)

QUESTION 4

Companies can use the virtual medium inside the organization to improve efficiency and productivity, and between the organization and the customers for customer acquisition, improving revenue and customer retention. Comment. (25 marks)

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